

Appendix A

Uber Safety Advertisements

Advertisement 1



1 **Advertisement 2**



16 **Advertisement 3**



26 Reasons to Ride | Uber

27 Uber 886K subscribers

Subscribe

Like Dislike Share Save ...

1 **Advertisement 4**

2
3
4 U B E R
5
6 
7
8 Safe, reliable rides
9 at the tap of a button.
10
11 *Showgoers new to Uber can enjoy
12 their first Uber ride free (up to
13 \$15) by signing up at [https://
14 get.uber.com/go/SEMASHOW](https://get.uber.com/go/SEMASHOW).*

14 **Advertisement 5**

15 **SCAN TO RECEIVE \$20 UBER CREDIT
16 OR ENTER CODE TXDOT20 IN THE UBER APP** 
17 **Keep the holidays safe.
18 Don't drink and drive.**
19
20
21
22
23 
24 This campaign is a collaboration of the Texas Department of Transportation with the
25 Governors Highway Safety Association and Uber. Credit is valid through January 14th,
26 2022 from 5pm-5am. Ride credits are subject to change. Available while supplies last.
27
28   

1 **Advertisement 6**



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Our commitment to safety

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We want you to move freely, make the most of your time, and
be connected to the people and places that matter most
to you.

8

That's why we're committed to safety—from the creation of
new standards to the development of technology with the aim
of reducing incidents.



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Advertisement 7



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Ride with confidence

18

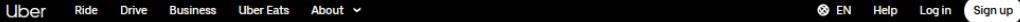
19

20

The Uber platform was built with safety in mind. Through
incident prevention tools, insurance coverage, and technology
that keeps you connected, we're dedicated to helping you
move safely and focus on what matters most.¹



1 **Advertisement 8**

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5 **Driving**

6 **women's**

7 **safety**

8 **forward**

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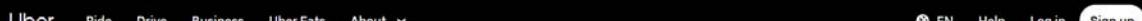
12

13

14 **Safety features built into every ride**

15 We're dedicated to building a platform where women feel safe. That's why we partner with and learn
from women who use our app, women's safety experts, and advocates to build innovative safety
features and policies that empower our community of users.

16 **Advertisement 9**

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20 **Protect your**

21 **safety while**

22 **riding with Uber**

23

24 From helping make sure you get in the right car to
knowing where you're going and when to call for
assistance, these tips, created in collaboration with law
enforcement, can help make every ride a safe one.

25

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1 **Advertisement 10**

2 **Building safer journeys for everyone**

3 Learn more about safety at Uber.



4 **Rider safety**

5 Millions of rides are requested every day. Every rider has
6 access to safety features built into the app. And every ride
7 has a support team if you need them.

8 [Learn more](#)



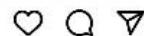
9 **Our commitment to safety**

10 Uber is committed to your safety. Learn about our
11 commitment and how safety is built into the rider and driver
12 experiences, in the app and beyond.

13 [Learn more](#)

14 **Advertisement 11**

An advertisement for Uber's Women's Safety initiative. It features a woman with dark hair and a face mask, looking off to the side. The text "Women's safety" is prominently displayed in large white letters across the middle. Below it, smaller text reads "Here's what we're doing to support women globally." At the bottom, there is a call-to-action button with the text "Swipe to find out more." and a right-pointing arrow. The Uber logo is visible in the top left corner. The overall design is clean and modern.

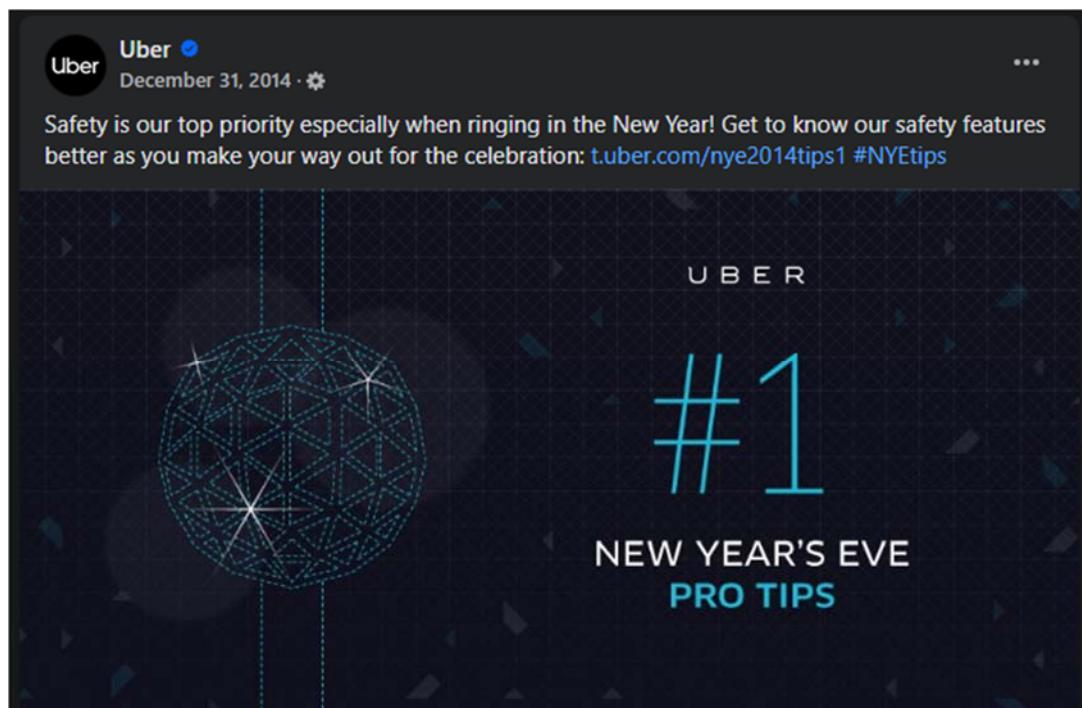


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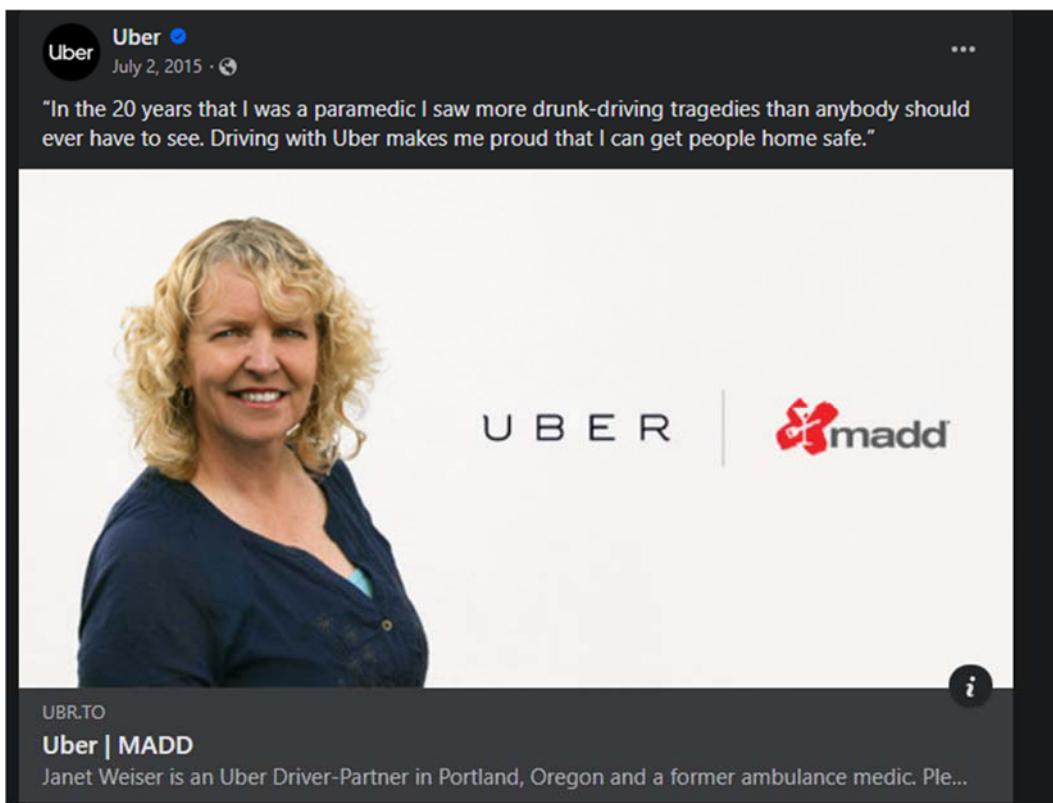


12
13 26,265 views
14 uber Don't look for a reason to drive when there are so many reasons to ride.

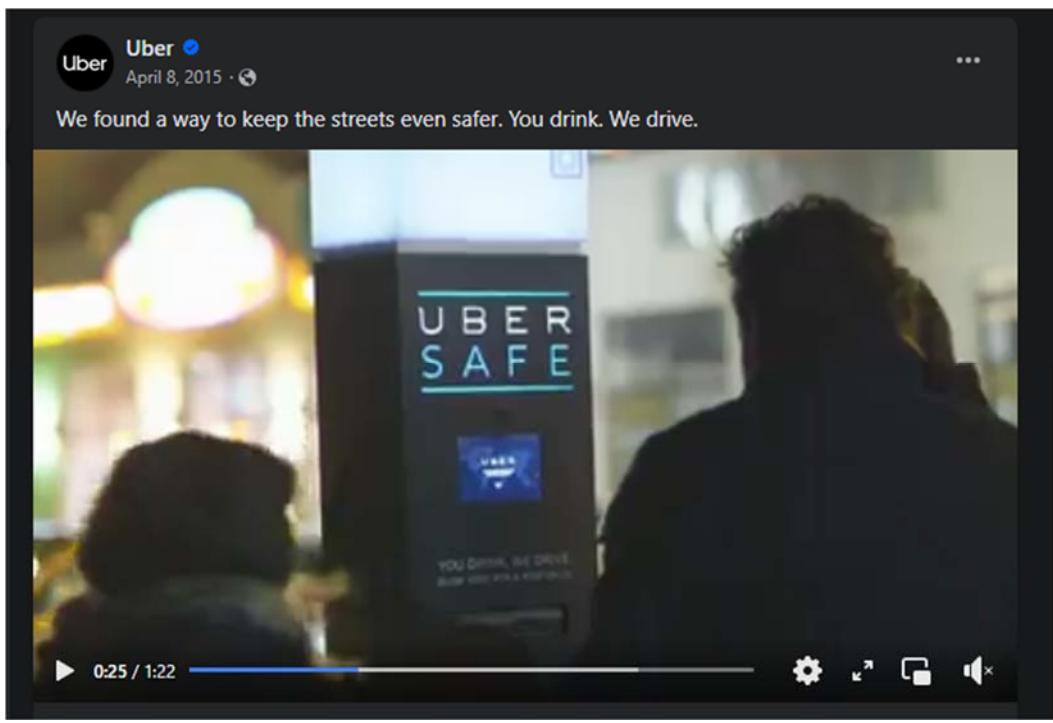
15 **Advertisement 13**



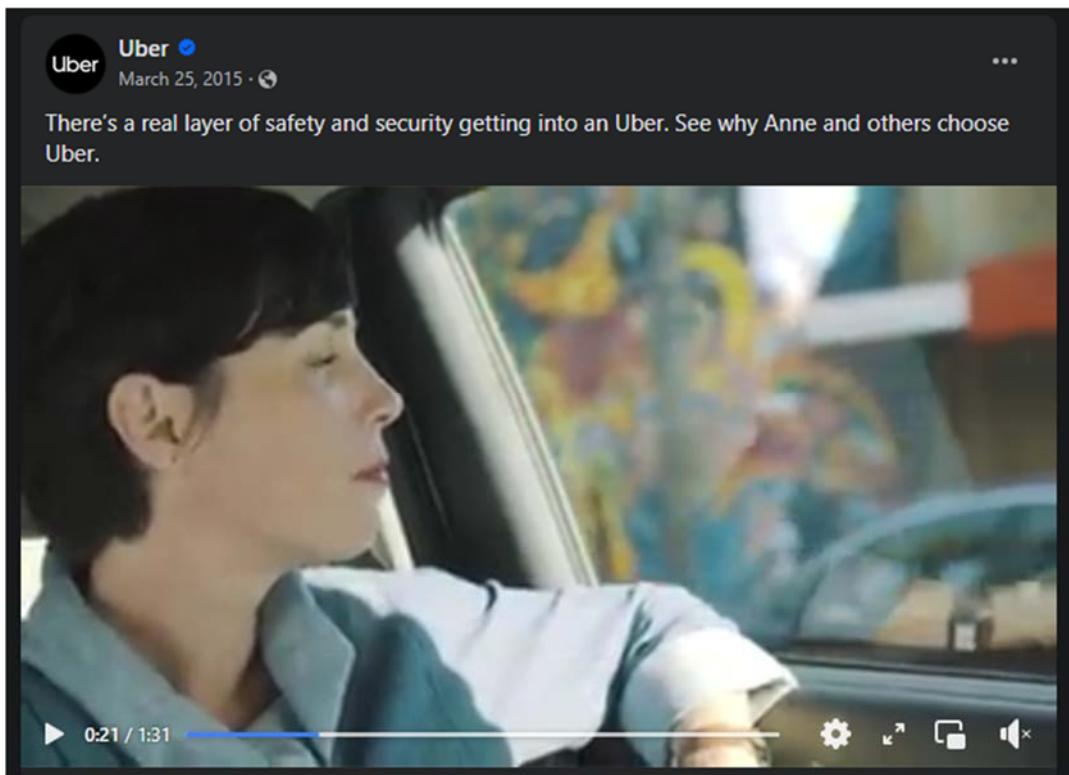
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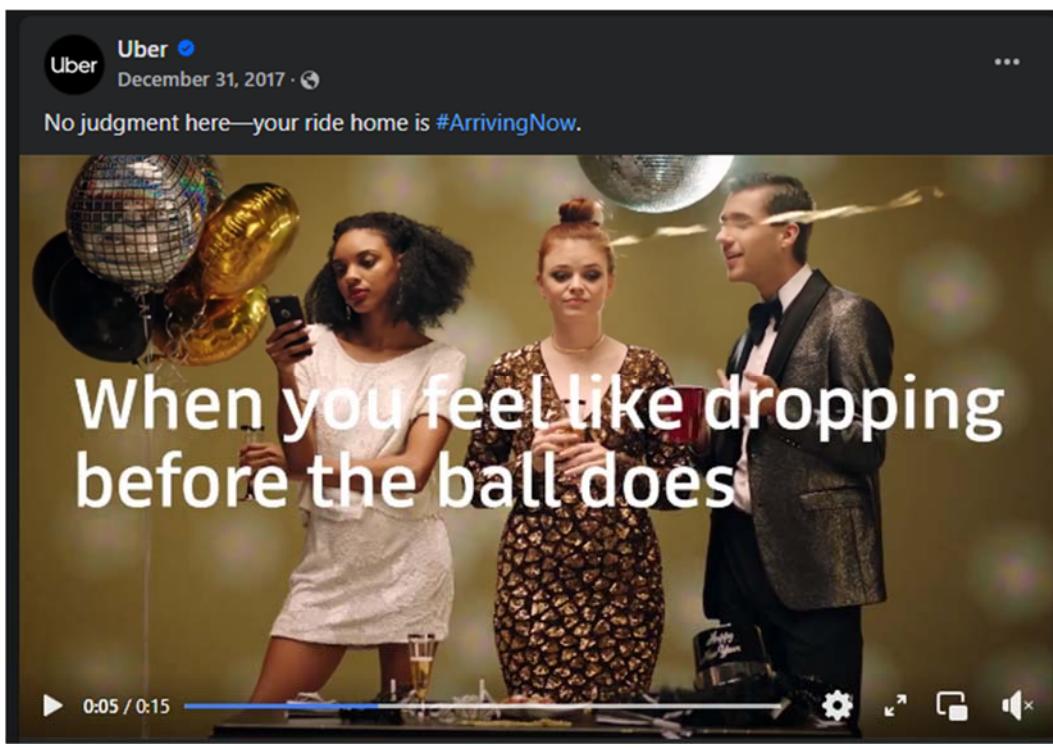
15 **Advertisement 15**



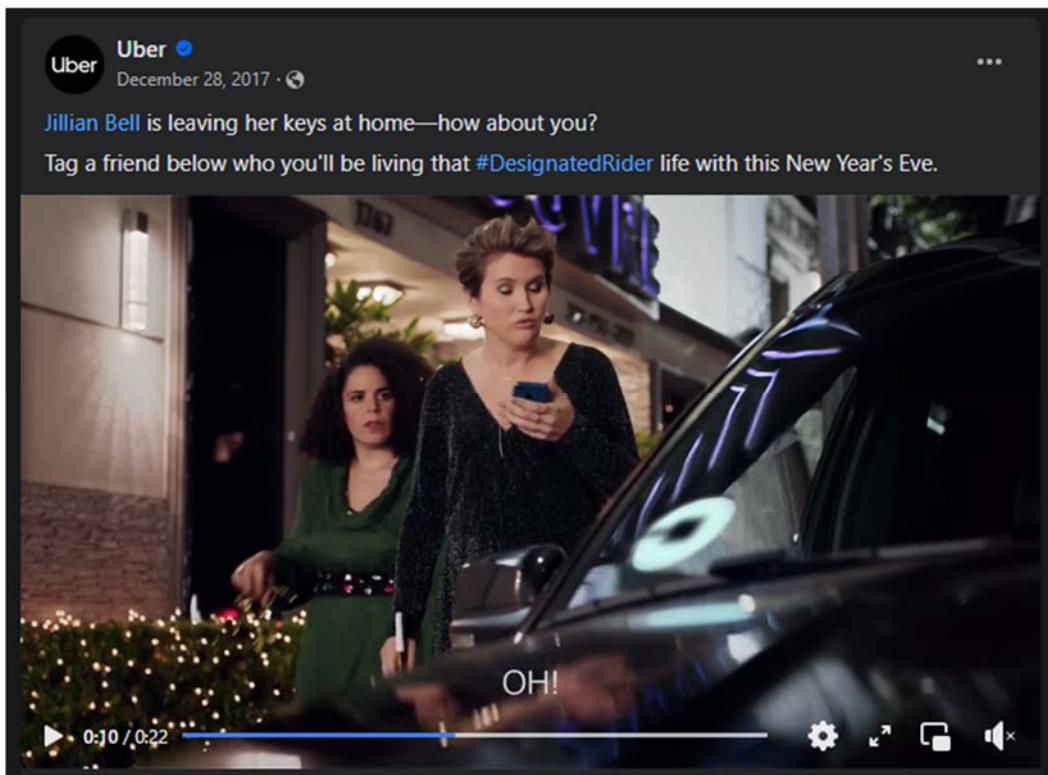
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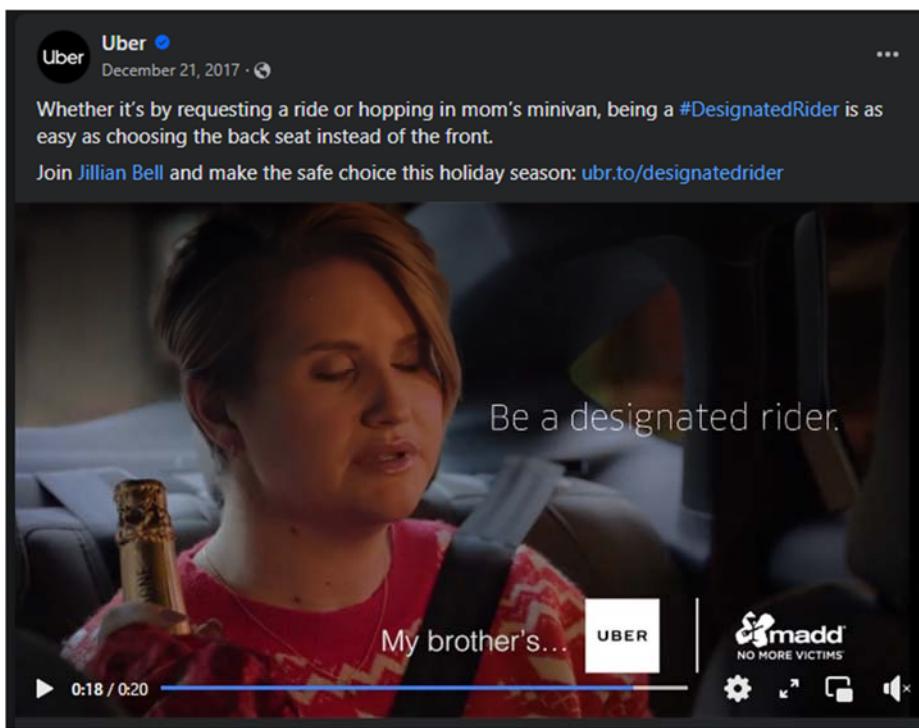
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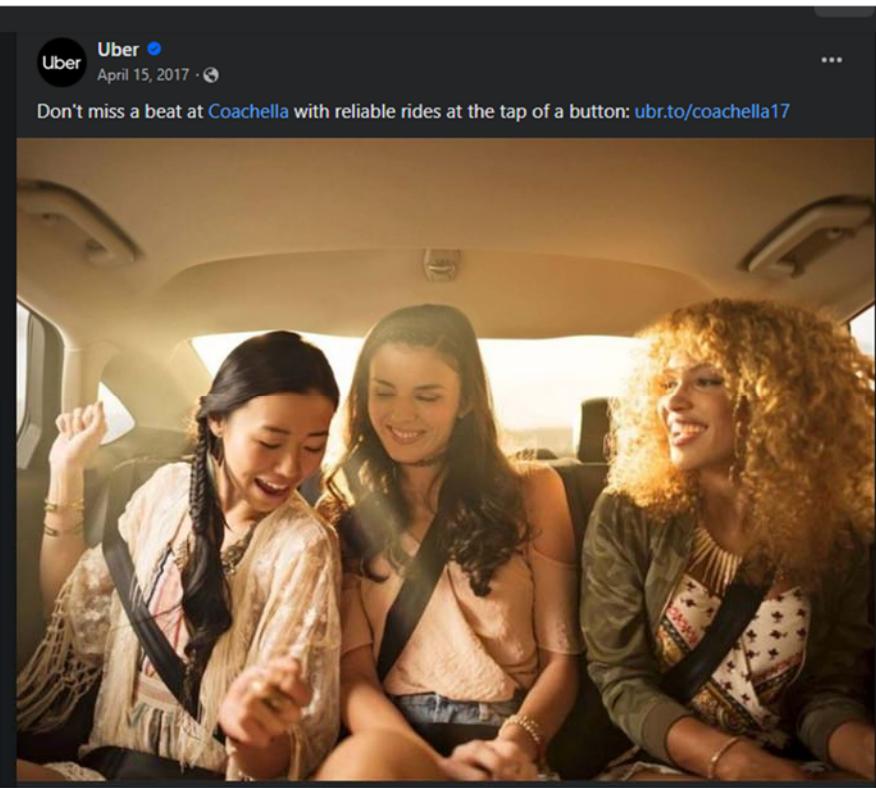
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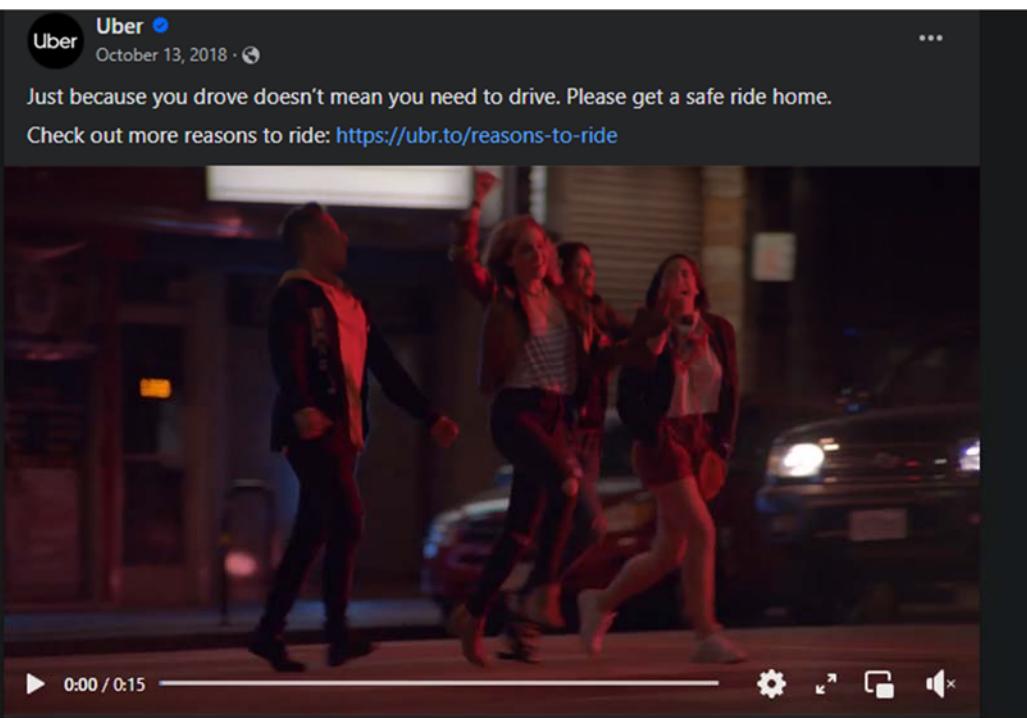
16 **Advertisement 19**



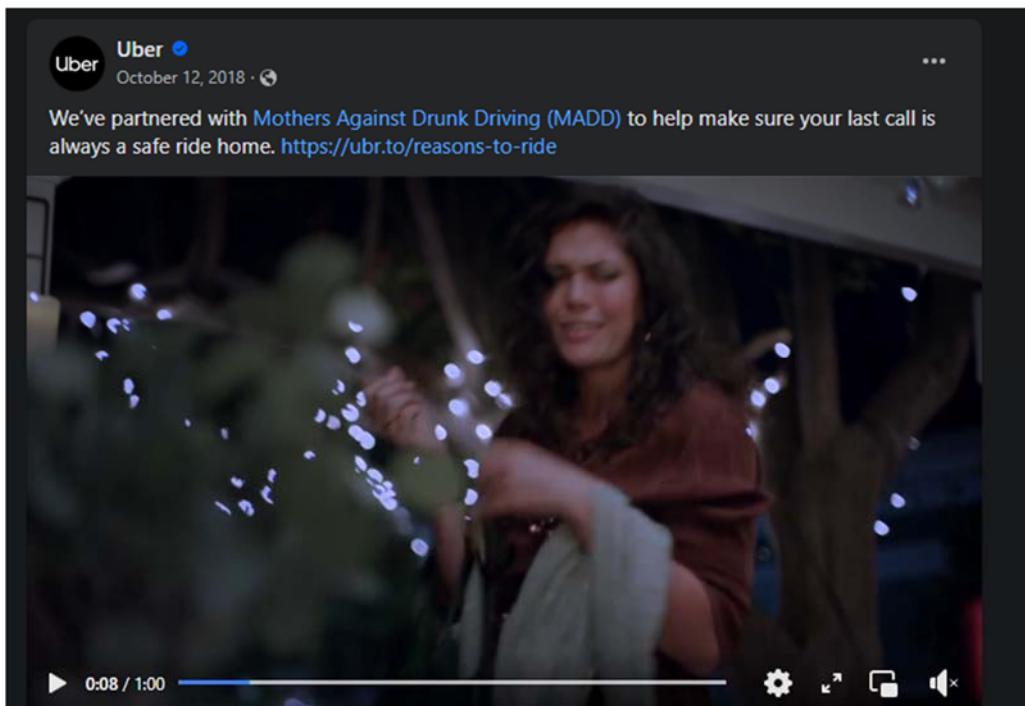
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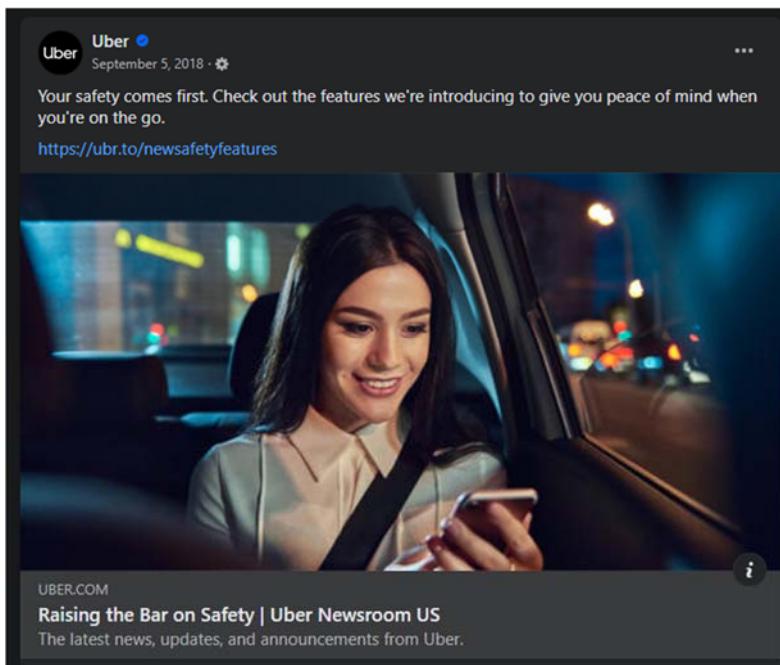
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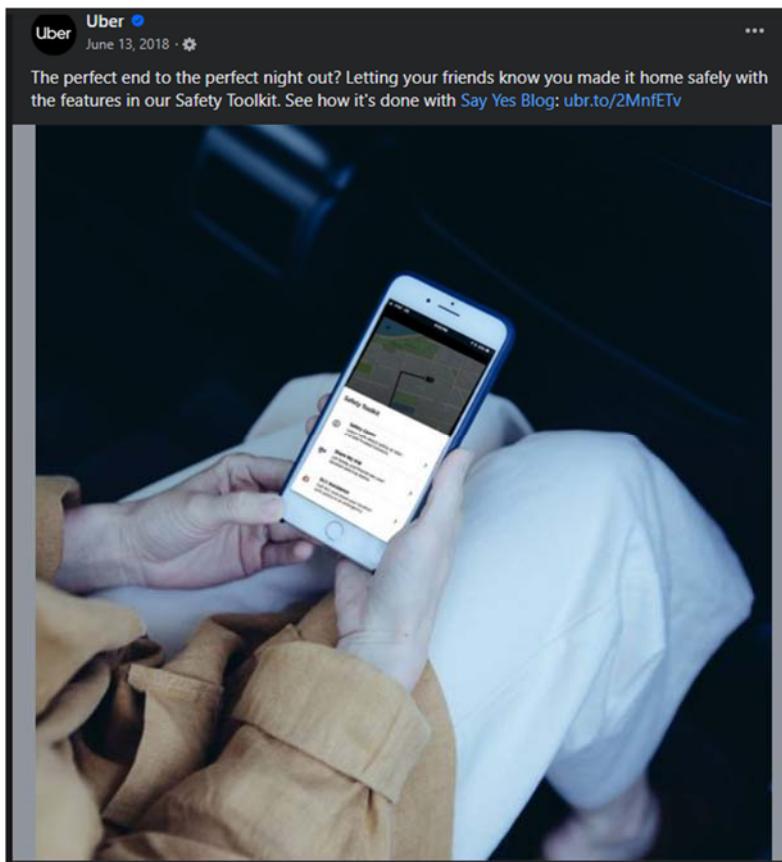
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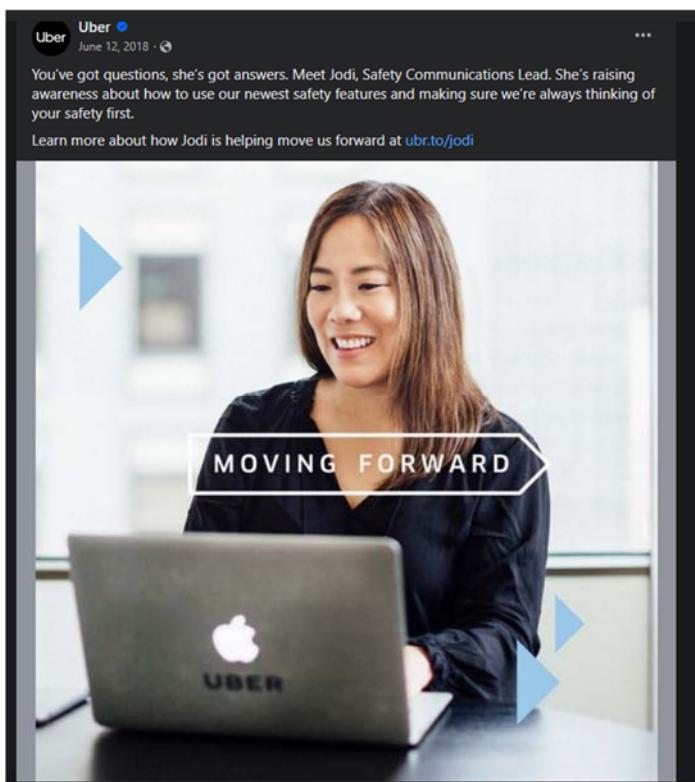
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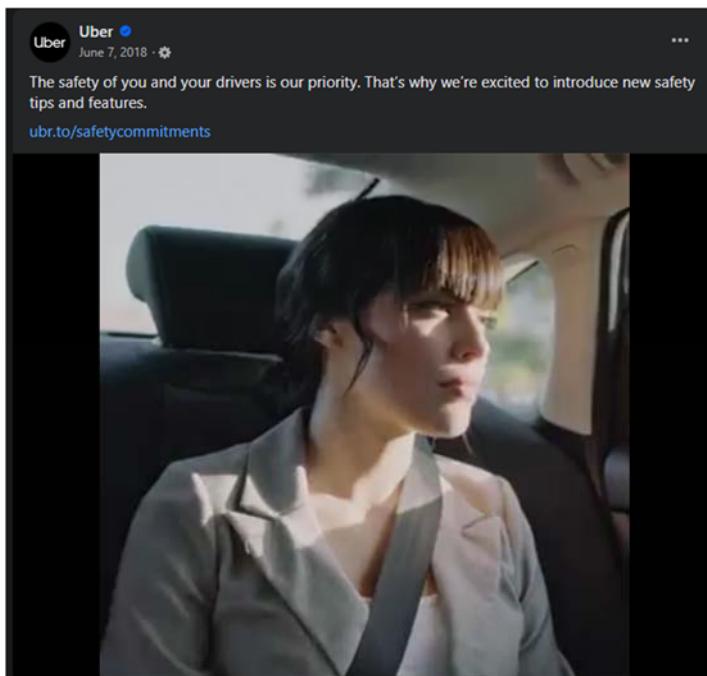
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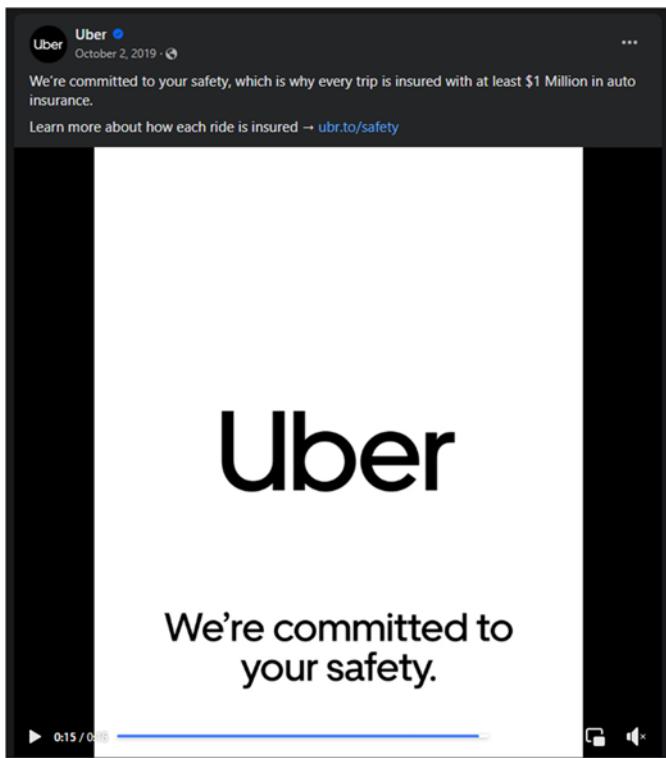
Advertisement 25



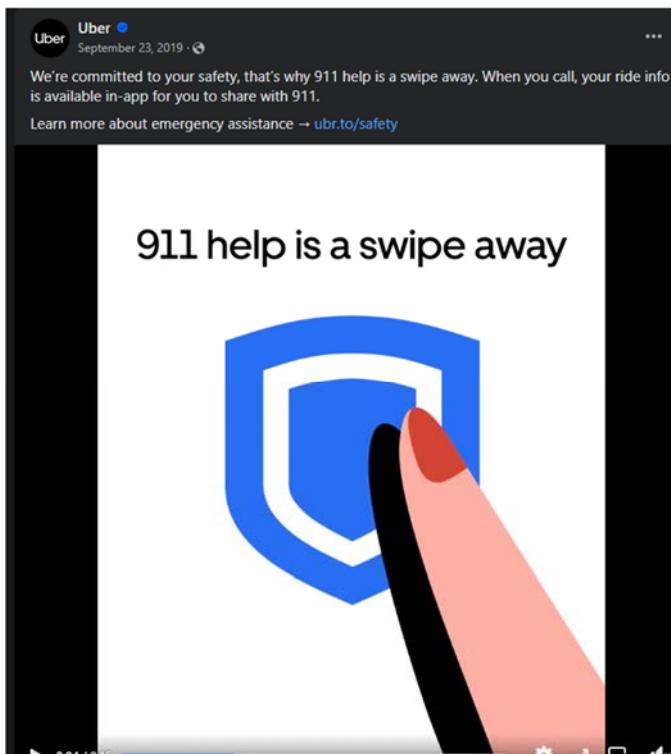
1 **Advertisement 26**



1 **Advertisement 27**



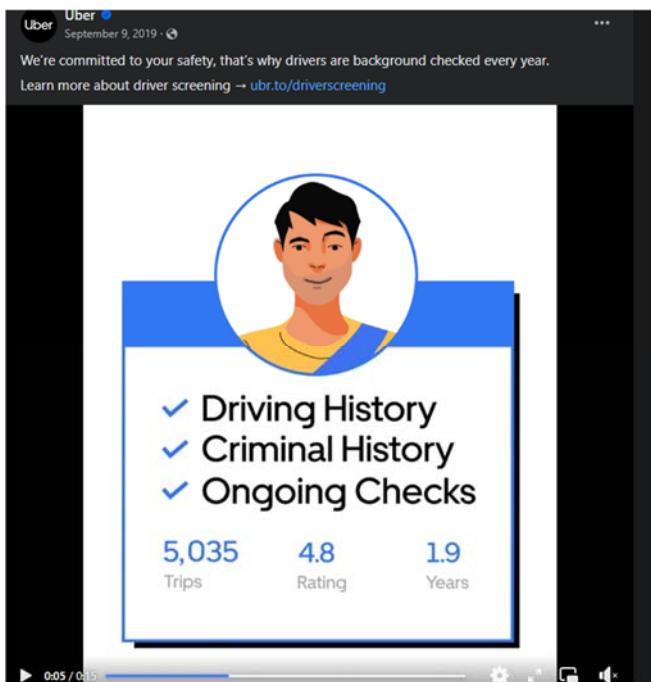
1 **Advertisement 28**



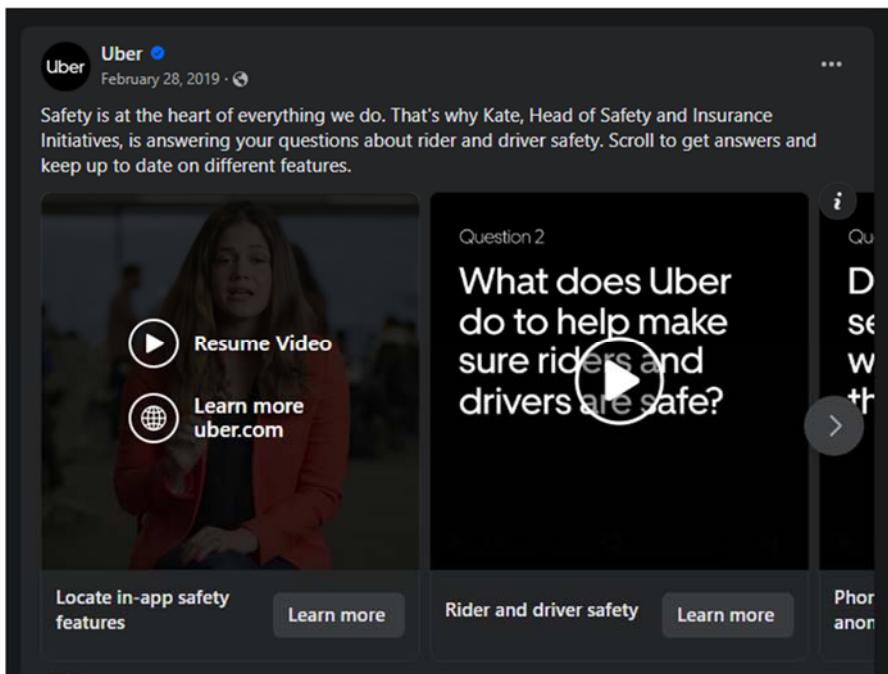
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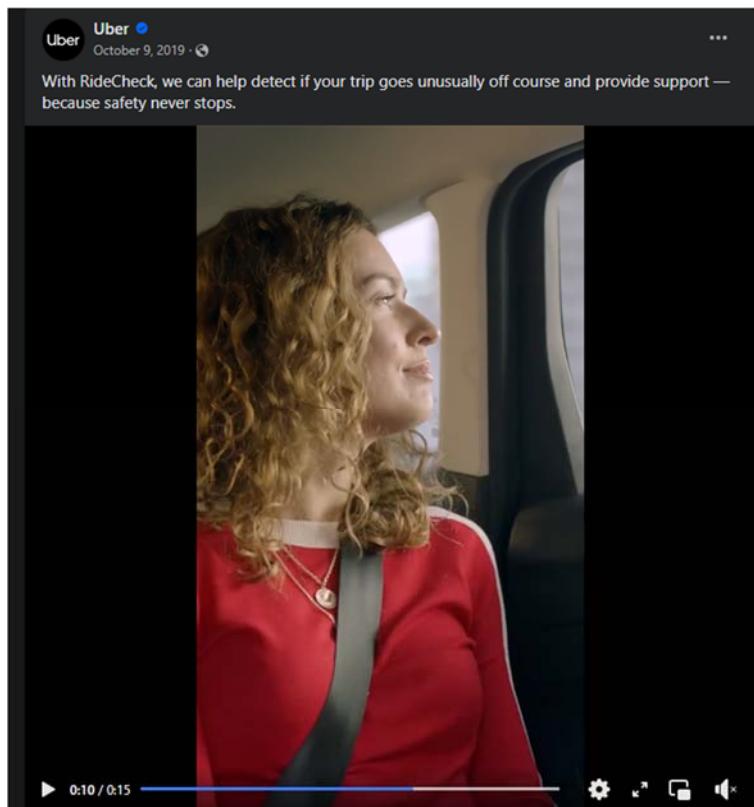
1 **Advertisement 30**



13 **Advertisement 31**

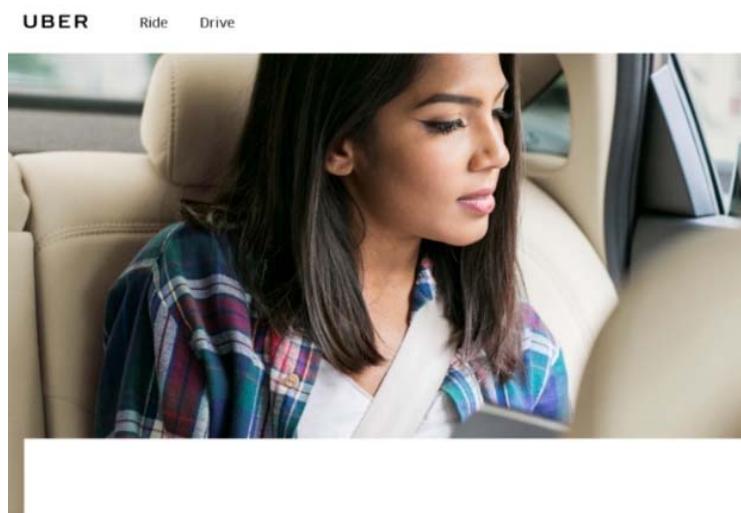


1 **Advertisement 32**



15

16 **Advertisement 33**



1 **Advertisement 34**



“I work events late at night, and
with Uber, I feel safer knowing I
don’t have to go wait outside and
hope I can flag down a ride.”

Brittany,
Rider from Portland

8 **Advertisement 35**



15 RIDE > SAFETY

16 **Trip safety**

17 **Our commitment to riders**

18 Uber is dedicated to keeping people safe on the road. Our technology
enables us to focus on rider safety before, during, and after every trip.

19 **Advertisement 36**

20 **UBER Ride Drive Cities**

21 **Safe rides, safer cities**

22 **Going the distance for everyone on the road**



28 **Riders and Drivers**

A ride you can trust